



Sharing the Wisconsin 4K Community Approaches Story

At the PEC Conference on March 7, 2013, Bob Kann presented “The Magic of the 4K Community Approaches.” He then led the audience in several group activities to consider how to share the successes of 4K and Community Approaches with different audiences. This is a summary of their activities based on the question: During your roundtable discussion, which audiences did you try to target, and what strategies did you employ to convince the target audience of the benefits of 4K Community Approaches? These responses represent the composite of general strategies from the small group discussions.

Referring to Kann’s three short videos on this site will provide additional ideas on how to share the 4KCA story.

<https://www.youtube.com/watch?v=EKPh1I7Qe6Q&list=SPhyAMZQdbxJ0cLKyUXbNRtb6G9RX0Scvb>

AUDIENCE: FAMILIES

When communicating with parents and families of young children that will be entering 4K programs, it is effective to

- Share benefits and success stories.
- Use surveys and invite parents into conversations about planning.
- Put information in 4K orientation packets.
- Use bulletin boards to showcase successes.
- Pass out flyers/pencils about 4K and registration.
- Make logical connections between 4K and high school graduation (college and/or career ready).
- Invite volunteers into the 4K program.
- Create a website on early learning.
- Use phone calls, letters, e-mails and newsletters.

When communicating with parents who are not comfortable with the community approach, it is effective to

- Share the list and/or video clips regarding the 54 benefits.

AUDIENCE: SCHOOL ADMINISTRATION, SCHOOL BOARDS, OR GOVERNMENT

To sustain interest when the district already has 4K and community approaches, it is effective to

- Maintain regular contact with key stakeholders through phone calls, letters, e-mails and newsletters.



- Provide regular input to the school board about program successes.
- Use communication, group and/or team meetings, and monthly monitoring.
- Use one-on-one conversations and testimonials by community groups.
- Provide data and research findings; focus on what's in it for the decision-makers and the district; ask a guest speaker from the local area to present benefits; invite decision-makers to visit 4K programs; involve 4Kparents to provide their perspective, including what they want for their children.
- Link with community partners who have roles in supporting low-income families (to assist in dissemination of 4K enrollment information).
- Share local data and return on investment projections.
- Invite the superintendent to a 4K monthly meeting.
- Show fiscal benefits of community approaches; educate the community regarding social ramifications of destabilizing child care services; show the benefits of continuing established high-quality programming; use Kann's 54 Benefits on 4K Community Approaches to educate and convince; and make a documentary on benefits of seamless delivery and special considerations for 4-year-old programming.
- Discuss the importance of professional development for all staff connected to 4K, including bus drivers and other related staff.

When communicating with the transportation office and/or business services, it is effective to

- Link to statistics on attendance, relevance, aligned standards, and school success.

When communicating with school districts that do not currently have 4K Community Approaches, it is effective to

- Build trust and public relations with districts and communities, recognizing their readiness level.
- Assist school boards in thinking about how current school- based teachers can serve 4K in community programs.
- Demonstrate cost efficiency at community sites compared to school sites (wages, etc.).
- Point out the website housing Kann's 54 Benefits and stories.

AUDIENCE: SCHOOL TEACHERS, BUS DRIVERS OR OTHER STAFF

When communicating with 5K teachers, it is effective to

- Have 4K and 5K teachers swap classrooms or team teach – video tape to show how they are more alike than different. Use this to identify common practices and instructional sequences.
- Video tape best practices and intentional teaching practices in 4K and 5K; use continuous marketing strategies to describe the importance of 4K education.
- Find ways for 4K, 5K, and elementary staff to meet and discuss alignment of standards and/or transition processes and joint professional development opportunities.
- Use an open forum, staff meetings and professional development opportunities.
- Conduct a needs assessment of 4K and 5K issues/concerns to do a “table talk” and use creative problem-solving techniques.



- Bring college and career-ready standards down to what they would look like in 4K – really paint that picture and show the connection.
- Explain WMELS/Common State Core Standards alignment, and the importance of alignment within school and community practices.
- Invite 5K teachers to 4K family events and classrooms.
- Set up a specific “4K coffee” meeting with parents and community members; have child care and/or Head Start directors speak of the benefits received from 4K.
- Share the 4K Community Approach Impact website, stories, benefits, interviews, etc.
- Conduct strategic planning (e.g., how 4K fits into the 21st century model, etc.).

When communicating with bus drivers and/or other related staff, it is effective to

- Facilitate understanding of the 4K program and the methods used to help children grow and learn.

When communicating with teachers in non-Community Approaches classrooms, it is effective to

- Educate at conferences and/or child care or Head Start programs; make connections and build relationships to support transitions between child care, Head Start, and 4K.

When communicating with itinerant service providers, it is effective to

- Invite to open houses at child care and/or Head Start centers or other developmentally-appropriate settings; facilitate connections to staff with long term relationships with the children; facilitate development of relationships.

AUDIENCE: COMMUNITY MEMBERS

When communicating with child care center employees, it is effective to

- Share the 4K vision and professional development opportunities; identify child care leaders; facilitate collaborative partnerships; share testimonials from elementary teachers on the benefits observed in children who attended 4K.

When communicating with community leaders and/or the general public, it is effective to

- Provide research and facts; encourage open dialogue; tie to real-life examples; show return on investment.
- Share data; cultivate champions for children; create private/public partnerships; convey a cradle- to- career perspective; utilize relationship-based strategies; facilitate site visits; share personal stories; and/or disseminate research findings.

When communicating with the chief of police or other law enforcement personnel, it is effective to

- Determine the best contact (ideally, someone with an existing connection) to talk for 5 minutes or so about the long term benefits of 4K... and to request support.
- Discuss possible connections to Fight Crime Invest in Kids and the Mission Readiness Report (by a panel of retired generals).



- Share information about 4K Community Approaches, and why it is important.
- Invite the police chief and/or representatives to career days at school and/or other volunteer opportunities.
- Discuss opportunities for partnership, information dissemination, and ongoing communication.

When communicating with community members who may not be in favor of early learning, it is effective to

- Use short messages or public service announcements on radio, TV, and social media.
- Share successes of 4K in other communities.
- Focus on return on investment data as well as other community benefits.

When communicating with news media, it is effective to

- Suggest interviewing 4-year-olds and/or inviting parents to tell their stories.
- Invite to 4K sites and centers.
- Utilize the opportunity to tell the 4K Community Approach story; include research; provide video clips; be engaging.
- Share data.
- Demonstrate fiscal benefits of 4K Community Approaches; share video clips and/or documentaries.

OTHERS

When communicating with a general community audience (including business leaders, faith-based institutions, local celebrities, advocates, etc.), it is effective to

- Build relationships and provide information.
- Show the research regarding return on investment.
- Encourage site visits.
- Use public service announcements, tip sheets, parades, campaign events, and focus groups; use celebrity and sports figures to promote; humor, parties and good food; etc.
- Submit articles on early childhood and 4K to newspapers and other community publications.
- Market 4K Community Approach.
- Create a website.
- Create a brand for the 4K program.
- Be visible in the community.
- Create a 4K task force to reach out to community partners to become involved in 4K on an ongoing basis.
- Go to community groups to share information and suggest opportunities for partnership .

When we are communicating with possible donors, it is effective to

- Share data.
- Explain return on investment.
- Honor donors in a variety of ways, including plaques and public recognition.



When communicating with higher education faculty, it is effective to

- Check existing knowledge and provide data and information as needed.
- Explore opportunities for partnership.